

Sun Care in China

Market Direction | 2023-04-24 | 21 pages | Euromonitor

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Report description:

Sun care experienced near-term headwinds in China in 2022, and registered a current value decline for the first time in over 10 years. The COVID-19 pandemic sent shockwaves through the Chinese beauty and personal care industry in 2022, and sun care was not spared, as consumers were cooped up at home, which crippled the consumption of sun care products, especially as the outbreak in Shanghai in the spring, which tends to be the peak season for sales of sun care products, significantly undermined...

Euromonitor International's Sun Care in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Adult Sun Care, Baby and Child-specific Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Sun Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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